In preparation for your business presentation, use the following guide to help you organize your thoughts. The best sales pitches are ones that cover all of these aspects especially when spoken with enthusiasm.

1. **Company name and product name.** Design your company name for your product, even if it is affiliated with a larger name – like Coke or Proctor and Gamble, etc. As for your product name, choose carefully. It’s the first impression everyone will have.
2. **Product details.**

Qualities of the product that make it unique (size, cost, features, design, personalization, portability, made in USA, etc.)

Benefits of owning it. (Needs it fills or problems it solve--what would make people want to buy your product?)

How it operates

Advantages it has over other similar products

Terms of sale: Cost, guarantees, repair/replacement costs. How much will it cost to make this product?

3. **Ideas on how to appeal to your consumer:** Advertising slogans. See worksheet on Language of Advertising & Propaganda.